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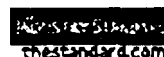
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Say Cheese! You're on InfoUSA.com's Directory



Jennifer Greenstein, The Industry Standard
 10/25/00

InfoUSA.com, a Yellow Pages Internet directory company based in Nebraska, has embarked on a graphics campaign to enhance its Web directory. Starting next year, each one of the businesses listed in the database will be accompanied by photographs.

During the next year, InfoUSA.com, which licenses its directory to 1,500 Web sites, including Yahoo and MSN, will send 10 crews across the country in vans to shoot video of each restaurant, barber shop and bowling alley (and every other business) in metropolitan areas with more than 5,000 people. The video will be spliced into still photos for the Web. InfoUSA.com has already posted 750,000 photos of businesses in San Francisco, Los Angeles and Nebraska. The company expects to have 6 million photos on its site within the next 12 months.

"We're spending millions and millions of dollars," says J. Peter Bardwick, the company's CFO. "We think people will migrate toward using the sites that have the pictures."

Having photos in the directory may help you spot a business along the highway, for example, though the project seems like a major investment of resources just to gather photos of generic office buildings that might not prove to be terribly useful. The company says the photos will help salespeople assess which businesses they should approach and will help regular folk find their destinations.

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The company is also collecting the longitude and latitude for each location - this will come in handy for wireless devices that direct you to a destination by knowing the exact location.

InfoUSA.com already powers in-car navigation systems such as GM OnStar, and the company is thinking about loading photographs along with those systems for wireless devices in the future. "It's very preliminary, but I do think it will happen," Bardwick says.

"When the project is complete, InfoUSA.com will incorporate, in addition to its extensive database of business information, one of the Internet's most complete visual records of America's businesses," says Bill Chasse, the company's CEO.

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quality of data provided
by infoUSA.com, and
yes, we have tried
others. Quality makes a
difference."

— Douglas Berger,
President,
411locate.com

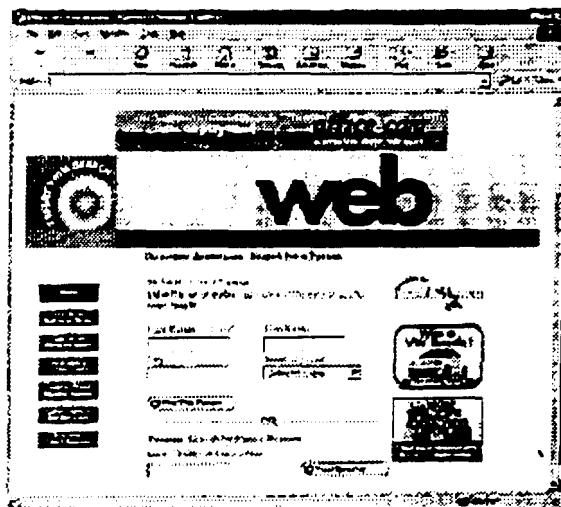
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on our Intranet will save
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— Boston Medical
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Directory Assistance: Search for a Person

To Search for a Person

Enter the full or partial last name of the person you're searching for.

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- Search by Person's Name
- Nationwide Yellow Pages
- Reverse Phone Number Search
- Safe Leads & Mailing Lists
- Business Credit Reports

Last Name (required)

First Name

City

State (required)

Search!

OR

Reverse Search by Phone Number

Enter 10-digit phone number

Search!

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Enter last name

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Directory EXPRESS

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The National Directory Assistance Solution from VoltDelta.

DirectoryExpress is the national directory assistance solution for telecommunications providers looking to offer highly reliable, enhanced directory and information services. Leveraging VoltDelta's operationally proven Delta Operator Services System, the scaleable, fault tolerant, relational database system for operator services, DirectoryExpress provides a cost effective, turnkey solution to successfully compete in the information services market.

National Directory Assistance

DirectoryExpress provides instant access to 120 million residential, government and business listings without the benefit of area codes, delivering dynamic access to RBOC, independent, and CLEC listings supported by core data from Axiom Corporation. Based on SQL relational databases, DirectoryExpress offers the flexibility to accept listings from multiple databases and can be partitioned to add proprietary listings for subscribers' exclusive use. DirectoryExpress also offers multiple standard search capabilities designed to make information easy to find, including business keyword, NPA, frequently called numbers, halo and reverse searches.

Providing Power & Performance

DirectoryExpress is known for its reliability, availability and service flexibility, providing full system redundancy and continuous 24x7 availability. Combining a graphical user interface with object-oriented design, VoltDelta's Windows 95-based Liberty Workstation™ delivers true multitasking capabilities with an open Application Programming Interface to allow for third-party applications. Directory Express also delivers enhanced features which deliver a truly customized national directory assistance solution.

- **Call Completion** - Standard and Subscriber-paid completion available.
- **Interactive Voice Server** - Automate a variety of directory assistance processes, from custom branding announcements to operator greetings and listing announcements.
- **Call Automation** - Use switch-based data such as calling number to automate a variety of tasks, including locality selection, service type, greetings and brand announcements.
- **Comprehensive Decision Support** - Detailed transaction information summarized in a collection of standard or ad hoc reports provides valuable input for strategic business planning.

Delivering Enhanced Directory Services

DirectoryExpress supports a variety of enhanced directory and information services. InfoExpress™, the Wireless Yellow Pages Solution, enables retrieval of business category listings much like traditional yellow pages, as well as enhanced services like movies, restaurant reviews, sports scores and driving directions. With the latest in advanced speech recognition, SpeechExpress™ delivers a single DA configuration for superior large vocabulary, speaker independent, continuous speech recognition capabilities with comprehensive features for rapid application prototyping and development.

A Comprehensive Business Assessment

Each DirectoryExpress implementation is unique. Therefore, a comprehensive implementation plan is created for every project, customized to meet the particular requirements of each subscriber's network configuration. A dedicated DirectoryExpress professional services team is assigned to design the network and define functional requirements and implementation responsibilities, including:

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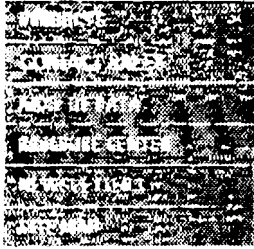
- Initial Requirements Analysis & System Sizing
- Technical Planning & Site Preparation
- Operator Service Center Hardware & Software Installation
- System Documentation & Operator Training
- Cut-Over Preparation & Acceptance Testing

Turnkey Operator Services Solution

Offering flexible, transaction-based pricing, DirectoryExpress supports both in-house operators and wholesale call center staffing services with minimal capital investment. Through highly respected operator services partners, VoltDelta delivers turn-key operator and directory assistance outsourcing. Simply route directory assistance calls to these operator service centers for complete, high quality call handling.

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Directory Assistance

Customer Problem: A leading dial up directory assistance provider found that although they were receiving, in some cases, daily feeds of data directly from the RBOCs (Regional Bell Operating Companies), their coverage was far from complete.

Acxiom Solution: Acxiom provided InfoBase Telephone Directories Site License Version with a database of over 100 million U.S. consumer and business telephone listings as a solid database to serve as a base file for incoming inquiries. This gave them the comprehensive coverage they needed.

Conclusion: Acxiom compiles over 4500 telephone directories a year. This unparalleled coverage makes InfoBase Telephone Directories an industry standard.

Call 1-800-646-8495 for more information.

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About LSSi: The World's Most Accurate Information

LSSi: the world leader in developing advanced directory databases.

LSSi builds, markets, and supports advanced national and international directory database solutions for directory assistance service providers and corporate clients.

As the world becomes more and more connected, LSSi is ideally positioned as the world's best source for the information that lets those connections happen.

LSSi technology is unrivaled in speed and accuracy.

The LSSi database is the only national directory database in the world that is thoroughly refreshed every single business day throughout the year. This immense task is achieved with electronic feeds that capture all service order additions, deletions, and changes made the previous day by our myriad data suppliers.

LSSi's state-of-the-art proprietary software is at the heart of this accomplishment. Our extremely accurate core database is both built and accessed through this advanced software, designed specifically by LSSi to produce extraordinarily fast searches, maximum efficiency, and substantially lower operating costs for our customers.

LSSi also provides customized intelligent network services. These services:

- reduce operator costs
- increase revenue
- enhance customer satisfaction

LSSi is growing fast, on many fronts.

LSSi is now a supplier to every major U.S. telephone company. We have developed a strong international presence, with supply contracts or evaluations proceeding in numerous international telephone markets. LSSi has also introduced a suite of products to increase the efficiency and productivity of Directory Assistance in corporations and other large organizations.

LSSi also has a growing presence on the Internet with our e-business support services.

- We are an e-commerce enabler, permitting companies engaged in on-line commerce to perform extremely fast, up-to-date credit checks and identity verifications to speed transactions and improve their customer service.

- LSSI and our technology partners are developing products for e-screening, which gives a person a pop-up screen when they are on-line but get an incoming call. The pop-up screen tells them who is calling. If they choose to, they can accept the call while remaining on-line.

Where to find us.

Our corporate headquarters are in Edison, New Jersey, USA. We also operate development resources and data centers located in Morrisville, North Carolina and Waynesboro, Virginia.

A unique foundation of talent and experience.

The LSSI team boasts the most capable independent concentration of Directory Assistance skills available today. Our people include:

- telephone experts
- database experts
- networking experts

When you contact LSSI, you're not talking to people whose background is in list management or some other professional area unrelated to the task at hand. You're talking to people with a solid understanding of your situation.

Here are just a few examples of the talent and experience working for you at LSSI:

- Designed, developed, and installed the first audio response units used by telephone companies to automate the announcement of target telephone listings retrieved by DA operators. These audio systems are used by most telephone companies in the US.
- Pioneered the development and deployment of the intelligent (PC-based) workstation for use by DA operators.
- Developed and implemented the most frequently used systems for performing intercepts, including customized announcements.
- Developed systems now in use to automatically complete DA and intercept calls, including screening such calls for eligibility (inter-LATA vs. intra-LATA).
- Have extensive worldwide experience in both the marketing and selling of DA systems.
- Have extensive experience in installing DA systems and optimizing performance.
- Have extensive experience in managing telephone company DA operations and selecting vendor systems to provide DA support.

Accurate directory data is important!

Inaccurate data slows down searches. The special intervention it requires by operators and supervisors adds heavily to operating costs.

Delays and wrong numbers also frustrate and upset customers. They make 8 billion calls a year for Directory Assistance. In an intensely competitive market, making customers unhappy is a very serious problem, indeed.

Fresh Data: the Key to LSSI's Accuracy

When you find a telephone number in a phonebook, you're looking at data that is actually quite old.

- The number was provided to the publisher long before the book itself was even printed.
- The information becomes more and more stale as listings and numbers change.

On the other hand, when a phone line is installed and it is assigned a brand new number, the "service order" submitted by the installer is fresh and accurate. Updating with service-order-level listings and other highly accurate directory data—and updating it daily—is a key to the extraordinary accuracy of the LSSI database.

LSSI licenses complete residence, government, and business service-order-level data from highly reliable sources such as the Regional Bell Operating Companies, GTE, Sprint Local, and other Incumbent Local Exchange Companies.

How LSSI maintains such a high level of accuracy.

Producing the world's most accurate directory databases requires very sophisticated software and the capacity to handle huge amounts of data quickly and efficiently.

The 250 million listings in LSSI's 22 source files are updated each day with feeds received in a wide variety of formats from LSSI's many licensors. Proprietary LSSI software, using the full capability of state-of-the-art symmetric processors (SMP's), creates high-speed data-building engines of immense capacity to reformat this incoming data for optimal storage and maximum search speed.

The most accurate numbers are selected for a database of 150 million optimized listings, which become the active LSSI on-line database, available to service inquiries.

This entire process is repeated daily. LSSI produces a brand-new, thoroughly refreshed directory database every single business day throughout the year.

Unrivaled Search Speed

Accurate listings are only part of what customers want. They also want those listings fast. Directory Assistance service providers want fast searches, too, to improve service times and reduce operating costs.

A variety of proprietary database features and search techniques are used to maximize search speed, delivering sub-second response times in nearly 99% of all searches.

LSSI's software exploits the Symmetric Multi-Processor's full capability in processing a user's request.

- When a caller seeks the number (or numbers) for someone over a large area such as an entire state, the search software can simultaneously query all the candidate cities' data.
- Numerous markers or "aliases" are attached to each entry, so it can be called up by a wide range of search arguments. A set of even vague cues can be quickly recognized as indicating a particular listing.
- Locality spellings are normalized, so incorrect spellings will still identify their target locations.
- Latitude and longitude data is used to specify the locale of a city / area name, permitting geographic expansion of searches, if needed.

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 - Experian and LSSi to Merge National Directory Assistance Business
 - LSSi Acquires Bell Atlantic Directory Assistance Data
 - LSSi Goes Live in Europe with Telegate
-

France Telecom Selects LSSi Directory Data

The world's fourth-largest telephone company gives its directory-assistance callers the world's most accurate information.

EDISON, NJ, June 23, 2000 - France Telecom Intelmatique, a wholly-owned subsidiary of France Telecom (NYSE: FTE), has entered into an agreement with LSSi Corp. to give France Telecom customers access to the LSSi database. The agreement provides French callers with the most accurate directory information in the world for telephone numbers in the United States.

Callers in France can access the LSSi database in a variety of ways to get desired U.S. telephone listings. They can, of course, call their France Telecom directory-assistance operator. The operator sends the information request electronically to the LSSi database and the telephone number is automatically provided to the caller, along with the full address associated with the listing.

They can also get telephone information directly from the LSSi database by using France Telecom's Minitel, an interactive national computer network with terminals installed in homes throughout France. The Minitel user simply keys-in a request for directory assistance, and the desired telephone number and its address are delivered electronically from the LSSi database to their terminal's screen, without any operator involvement. French callers can also access the LSSi database through the Internet with their computers and, in the very near future, wireless devices (using WAP).

The changeover to the LSSi database is virtually invisible to French callers, since it does not change how they go about getting directory assistance; they are already accustomed to accessing directory information electronically or by using operators. The real difference is in the quality of the information they now receive.

The LSSi directory database is the world's most

accurate listing of U.S. telephone numbers (and, increasingly, additional contact information, as well). Its extraordinary accuracy stems from the fact that the entire database over 150 million names in the United States is completely refreshed each day, capturing all service-order additions, deletions, and changes made the previous day by the company's numerous data suppliers.

By upgrading to the LSSi database, France Telecom not only provides more-accurate information to its directory-assistance callers, it also delivers numbers to them faster. This is because the LSSi database features special architecture and search software that produce lightning-fast directory searches.

According to Jean Pierre Gouzil, Vice President of France Telecom Intelmatique, "We have chosen the LSSi database primarily because of the very high accuracy of its data and its speed. Our customers are also very pleased with the many additional functions available from LSSi, such as reverse searches and countrywide searches."

The French company selected LSSi after evaluating a number of prospective database providers. Harry Pettit, President of LSSi Corp.'s International Division, was enthusiastic about the choice. "This project has very special importance for our company, since it is our first contract with a national European telephone company. We are delighted that France Telecom Intelmatique has chosen LSSi to be their data supplier." Pettit explained that the project has taken about one year. "During this time we have thoroughly tested all of the software components of the system, to make sure they are in full conformity with international standards." Access to the database for French Telecom customers is via the E.115 Version 1 Protocol.

France Telecom (<http://www.francetelecom.com>) is the world's fourth-largest telephone company, with business activities in over 75 countries. The company, known for its strong heritage of technological innovation, provides local, long-distance, and international phone service. Its Itineris mobile phone unit serves 10 million customers, nearly half of the entire French market. France Telecom's Minitel system is a fixture of French life, used regularly by upwards of 16 million people. The company's many other services include data transport, Internet access, and cable TV.

LSSi Corp. (<http://www.lssi.net>) is the world's leader in developing and operating high-performance directory databases. The company has established a strong commercial presence in several important telephony markets, including National Directory Assistance (NDA) databases; customer name and address automation; desktop solutions for corporations and other large institutions; NDA client / server software; and numerous automated call-management service areas, including branding, call completion, and audio number release. In addition to its world headquarters in Edison, New Jersey, LSSi operates development resources and data centers located in Raleigh, North

Experian and LSSI to merge National Directory Assistance Businesses

ORANGE, CA and EDISON, NJ –October 21, 1999- Experian and LSSI announced today that they have reached an agreement to merge their National Directory Assistance (NDA) businesses. The merger, when consummated, will create a new company that combines the long-term relationships of Experian's national directory assistance business, the database power of both organizations, and the robust regional listing data of LSSI. Closing of the merger is subject to standard closing conditions and is expected to occur in November.

"We're pleased with this combination," said Peg Smith, president, Experian. "While a vital and growing enterprise, national directory assistance is not one of Experian's core businesses. The merger with LSSI will result in an organization with the data, infrastructure and customer base to really support and impact this high-growth market. We feel it will create an environment where our customers will realize tremendous benefits. LSSI will continue to invest in technology improvements and data acquisition to keep the new company at the forefront of the industry."

"The merger will create a potent competitor in the directory products marketplace," said Walt Rickard, President and Chief Executive Officer of LSSI. "The new company will lead the market not only in its ability to deliver traditional directory assistance products, but also in its ability to generate new directory-related, intelligent-network products. Call screening services for both traditional phone networks and the new computer-based IP networks offer an additional significant growth opportunity."

"The LSSI database is updated daily through electronic feeds that capture all service order additions, deletions and changes made the previous day by the data suppliers," said Pete Renner, LSSI Vice President of Marketing and Business Development. "That kind of updating really differentiates us in the marketplace. Coupling it with the technical and relationship assets of Experian's NDA will add to our strengths and provide a tremendous boost to all of our customers."

Experian (www.experian.com) is a global information solutions company, which specializes in helping organizations to make more informed business decisions. The company is one of the world's leading suppliers of information on consumers, businesses, motor vehicles and property. By combining its databases with advanced technology and consultancy services, Experian assists its clients in targeting and

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acquiring new customers, building successful customer relationships and managing financial risk. The company employs 12,000 people in the UK, USA, Continental Europe, Africa, Latin America and Asia Pacific. Annual sales are approximately \$1.5 billion. The company's headquarters are in Nottingham, UK, and Orange, California. Experian is a subsidiary of The Great Universal Stores P.L.C., a UK based holding company that includes home shopping, retailing, property investment, finance and information services.

LSSi (www.lssi.net) is a world leader in the development and operation of advanced directory databases. The company's headquarters is located in Edison, NJ, a suburb of New York City, with development resources and data centers in Raleigh, North Carolina and Waynesboro Virginia. LSSi's services include National Directory Assistance databases; automated customer name and address; the Call Attendant Directory Assistance System (dial-up); National DA client/server software for a wide variety of platforms; automated call management services, including branding, audio number release, and call completion; and operator training.

For additional information on this release or on the companies contact:

Julie Springer Experian (714) 385-7849 julie.springer@experian.com	Pete Renner LSSI 732 512 2121 renner@lssi.net
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LSSi Acquires Bell Atlantic Directory Assistance Data

LUMBERTON, N.J. -November 17, 1998 - Listing Services Solutions Incorporated (LSSi) today announced that they have reached agreement with Bell Atlantic to obtain Directory Assistance listing data. The agreement will provide LSSi with an initial load of every name, address and phone number in Bell Atlantic's directory assistance data base, in addition to a daily electronic feed of all adds, moves and changes.

"This is a landmark agreement for us" said Walt Rickard, President and Chief Executive Officer of LSSi. "Bell Atlantic joins Ameritech, Bell South, GTE, McLeod, Nevada Bell, Pacific Bell, Southwestern Bell Communications, Sprint and U.S. West as direct suppliers of the most accurate national database possible, updated daily with feeds from the local telephone companies."

LSSi provides directory database and related information services to National Directory Assistance

Service providers such as Sprint Local, GTE, to other local telephone companies and to International services like Telegate from Germany. LSSI supplies its customers with only the highest quality data, such as Bell Atlantic's, and is careful to preserve the confidentiality of non-published numbers, a growing concern in the industry. LSSI's data resides on engines optimized for National Directory searches and are compatible with all major directory assistance platforms, such as Nortel and Volt Delta.

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Until now, many national directory assistance providers had to rely on data delivered from scanned directories, mailing lists and credit applications. Consumers had to know the area code or specific address in order to have a good chance of finding the number they needed.

"Our high quality database is good news for consumers" said Harry Pettit, Senior Vice President of Sales and Marketing. "The press has been filled with stories lately about how difficult it is to get correct listing information from some national directory providers. Consumers may be charged for wrong numbers, and no number found, when the number is in fact listed. That has created significant consumer dissatisfaction with national directory services. Until now, some providers have been forced to rely on data that is at least a year out of date, and not updated to reflect moves and changes. Now all providers have a quality alternative. They can provide their customers with the latest, up to the minute data."

One way to assure customer satisfaction is to provide operators with search tools which are designed to find the correct listing quickly. "A national directory search is different from a local directory search" said Bill Powers, Senior Vice President of Development. "In a national search, the operator usually is not familiar with the geography being searched. We have designed our search tools and database listings to quickly get the operator on the correct screen. A recent independent test found that LSSI's system delivered the correct listing over 95% of the time."

LSSI is a privately held company that provides directory database and related information services to customers.

LSSI Goes Live in Europe with Telegate

LUMBERTON, N.J. - February 2, 1999 - Listing Services Solutions Incorporated (LSSI) today announced that through the entrepreneurial German Company, Telegate, they have extended the benefits of their state-of-the-art National Directory service to European consumer and business customers. Mr. Harry Pettit, Senior Vice President of LSSI and Andreas Breijls, Vice President

International of Telegate, jointly announced the signing last week of a contract providing Telegate agents access to the LSSi directory database.

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Telegate provides directory assistance service in Germany and is the largest non-incumbent service provider in Europe. Presently employing approximately 1300 agents and operating from five different call centers, Telegate provides its services around the clock and nationwide. Additional call centers will be brought into operation this year.

"Providing service in the European market is key to our International strategy," said Mr. Pettit, "We expect that our relationship with Telegate will continue to grow and will allow us to offer not only database access but also our Intelligent Network services to new markets. It is a pleasure to be working with an forward thinking company like Telegate, in this rapidly growing, difficult to reach market."

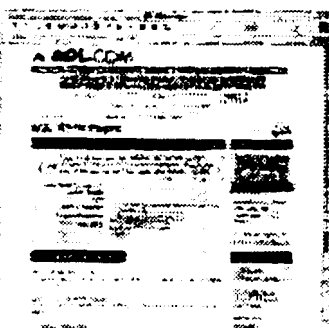
LSSi provides a competitive edge to over 20 U.S. telephone companies, through its directory database services. The 130 million listings in the LSSi national directory database are updated daily through direct feeds from the Local Exchange Companies. This allows LSSi to capture new listings, relocations and changes the next day, not the next year, when a new telephone book is published. With the accurate telephone listings licensed by LSSi, and proprietary search software, LSSi database users have a performance advantage that their customers care about.

"The high quality of the LSSi database, recognized during the test phase, was appreciated by customers as well as operators" said Dr. Klaus Harisch, CEO of Telegate. "Our customers desire US listings for business purposes and for the vacation localities. Accuracy is essential when the customer is making an international call"

For more information about LSSi and its family of directory database services, call 609-702-8000. LSSi is a privately held company that provides directory database and related information services to customers around the world.



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(732) 512-2100
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■ Key Features:

Comprehensive

One of the most complete online listings in the United States and Canada.

Accurate

Updated daily.

Valuable

Over 1,000,000 contact searches every day.

User-Friendly

Users can post an update to their own contact information.

Integrated

InfoSpace seamlessly integrates services so one will complement the other and be more useful to customers.

White Pages

Find Practically Anyone Anywhere

■ Description:

InfoSpace White Pages offer one of the most complete listings for the United States and Canada on the Internet - with updates each day.

■ Complementary Services:

E-mail Search

Look for an e-mail address by name, e-mail domain name or location throughout the world.

Reverse Look-up

Track down a caller with just a telephone number.

Reverse E-mail Look-up

Identify a sender from an e-mail address.

International Directories

Search for telephone listings around the world.

Search Near Address

Look for businesses near a specific address.

Maps & Directions

Access detailed maps and door-to-door driving directions.

Address Book

Add a contact to Address Book, Microsoft Outlook® and other vCard-supported personal information management (PIM) tools - with one click.

City Guides

Get the inside scoop on entertainment, movies, shopping, sports, concerts, art and culture, as only a native would know for the contact's area.

Weather

Get a complete Accuweather.com™ report with current readings and 5-day forecasts for the contact's city.

■ Live Partners:

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URL: <http://www.aol.com/netfind/whitepages.adp>

Go2Net

URL: http://www.infospace.com/info.go2net/radirs_all.htm?pgtarg=ppil

MSN

URL: http://www.infospace.com/info.msn/radirs_all.htm?pgtarg=&qvref=msn

Netscape

URL: <http://www.netcenter.com/netcenter/whitepages.html?cp=hom0917>





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CONSUMER GROUP ISSUES UPDATED DIRECTORY ASSISTANCE GUIDE

[Within Your State](#)

On President's Day, Telephone Companies Could Take A Lesson From
George Washington

[Other types of Phone Plans](#)

WASHINGTON, February 21, 2000 -- The Telecommunications Research and Action Center (TRAC) today released its updated TeleTips™ Directory Assistance (DA) Comparison Chart. The updated chart shows consumers facing more, confusing choices for directory assistance, while rates are secretly being increased by many carriers.

[10-10 Q & A](#)

[How to Choose a plan](#)

George Washington who "could not tell a lie" to his father about a cherry tree is certainly not the model for the long distance directory assistance industry today. Rates for most long distance directory assistance services have been going up, but there has been little or no public notice.

[About Us](#)

The cost of calling 1-AC-555-1212 is now approaching \$1.60 per call for many carriers, while the "00" and 10-10 options are also being increased from \$.99 to \$1.49 for many carriers. TRAC expects the trend to continue.

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"There is some good news in the Directory Assistance arena," said Samuel A. Simon, Chairman of TRAC. "TRAC found that directory assistance services can now be handled by one number. Looking at the number of services available, consumers can now save by using 411 for local and national directory service."

[Cool for College links](#)

The one exception to using 411 is if a consumer elects to have a number connected by the local phone company. That service can cost \$.75 or more. Most long distance companies will connect a call for free, but they charge per-minute rates. And if you are not a subscriber to their long distance service, you will pay exceptionally high rates and surcharges.

In the past, the local telephone company provided local DA using 411 while long distance telephone carriers supplied long distance DA (LDDA) using (area code)+555-1212. This is no longer the case. Currently, consumers can now choose from a wide array of services such as 411 or (N)411, (area code)+555-1212, "00" and 10-10 numbers. Despite the number of options available, however, rates are inconsistent. Local DA can range from free to \$1.60 per call depending on the service and number of times used. Long Distance DA (LDDA) can range from \$0.85 to \$1.60 per call.

"Our chart shows more services than ever before, but consumers should realize that the price for these services varies greatly and they need to be very careful. Also, prices can change without consumers being aware of it", said Simon.

Price changes have also occurred in the industry. For local 411 services, the allotted number of free DA calls has decreased in many cities. In some cases,

prices have increased. Users of AT&T's "00" and 10-10-ATT-00 will notice an increase in LDDA from \$.99 to \$1.49 per call. Consumers using 10-10 DA numbers to connect a call after getting the number beware. If not a subscriber of the long distance carrier, per minute charges based on "casual" rates are the highest in the industry.

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TeleTips^(sm) is the only independent source for information on long distance calling plans. TRAC is a non-profit, tax-exempt consumer organization that works to help consumers make informed decisions regarding their long distance options. TRAC has published TeleTips for the past fourteen years. TRAC also provides an Internet-based long distance call comparison tool called WebPricer on its web site at www.trac.org.

TeleTips^(sm) Directory Assistance brochure contains plain English descriptions of the Directory Assistance options available to consumers today, including two rate comparison charts sampling long DA charts from major cities around the country, as well as long distance DA rates of the major carriers. The Chart is available from TRAC for \$1.00 and a stamped, self-addressed envelope, sent to TRAC PO Box 27279, Washington, and DC 20005.

Following is a list of Hot Tips from TRAC on getting the best deal on Directory Assistance Derived from the Chart.

TIPS FOR USING DIRECTORY ASSISTANCE (DA)

- **Don't or Call A Friend Instead**

Try to avoid using Directory Assistance. It is expensive. Keep good records of numbers you may need. If all else fails, consider calling a friend who has the number you need, even if the call is long distance. For example, if your long distance plan charges you 10 cents a minute, a 3 to 5 minute call to a friend to get the phone number you need will only cost 30 to 50 cents, instead of 95 Cents to \$1.60 using DA.

- **Check Rates Before Using DA**

Rates went up last month for DA for most carriers! Prices change unexpectedly in the telecommunication industry, and often without notice. When checking your long distance bills to see if you're on the best plan, also check the DA rates.

- **Avoid area code+555-1212**

The most expensive rates in the industry today. You can pay up to a \$1.60 per call.

- **"00" and 10-10 Service**

Long distance carriers can also offer "00" and 10-10 service along with (area code)+555-1212. These services are generally cheaper than (area code)+555-1212, but not 411. Again, check with your carrier before using this service.

- **Beware of free connections**

Free connections may seem like a convenience, but the "casual" rates apply when you are not a subscriber to the service. For MCI and AT&T's casual rates are among the highest in the country. If your local company offers to connect a local call, it probably will not be "free" but instead have a 75-Cent or more charge. If a long distance company connects you to a local number, even though the connection is free, the call is treated as a long distance call and you

will pay per-minute rates. If the local phone company (411) connects you, you pay the connection charge, but the call is typically free.

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- **Alternative Services**

The Internet has White Pages and Yellow Page online that are free. Though not necessarily the most accurate, especially if you don't have specific information, a number of directories are available. The local library also has a number of resources to find individuals.

Note from 10-10PhoneRates.com: Links and evaluations of free online white pages and yellow pages are available on our [Related Links page](#).

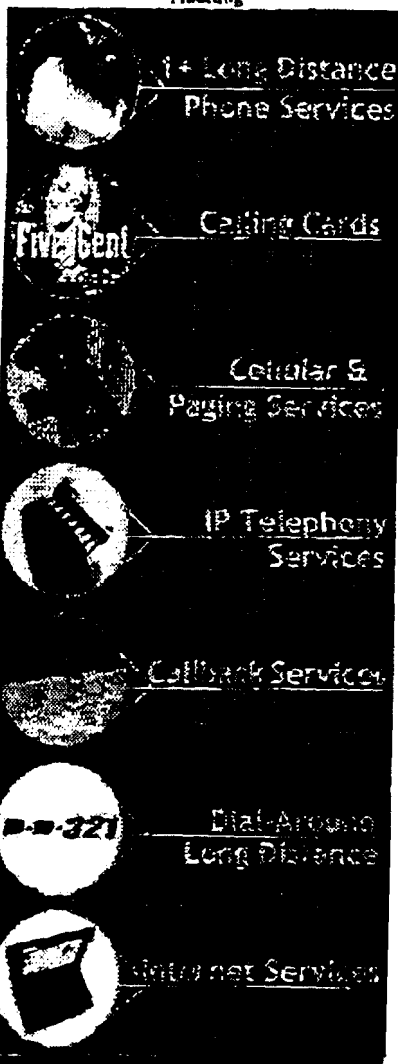
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If you're paying
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You're getting robbed.



DA FOR LESS provides businesses, regardless of size, an alternative to the high cost of directory assistance. DA FOR LESS charges just 59¢ for each call, and puts at your fingertips immediate access to 130,000,000 business and residential listings.

DA for Less is easily installed on your present telephone system without making ANY changes with your local or long distance carrier.

D.A. For Less operators have access to the most comprehensive database of business and residential listings for the entire U.S. and Canada.

Have you noticed how much you're being charged to call Information? Local and long distance carriers charge anywhere from 85¢ to \$1.40 per call. Designed for companies like yours who use Directory Assistance often, D.A. For Less can save you up to thousands of dollars a month. See for yourself:

So when you call, day or night, for a local or long distance number, we will find it. Even if you don't know the area code. And your company will never pay more than 59¢ a call

It's a crime if you call Information and they waste your time.

PROVIDER	PER QUERY	DA FOR LESS	SAVINGS
Local Phone Co.	85¢	59¢	30%
MCI (16-10-9000)	94¢	59¢	40%
AT&T	\$1.18	59¢	48%
Qwest	\$1.20	59¢	51%
Sprint	\$1.40	59¢	58%

How often do you call Information only to get a computer, or worse, the wrong number?

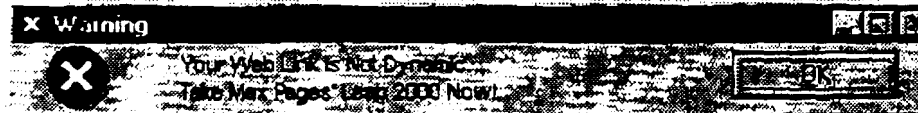
With D.A. For Less, you are connected to a person who will make sure the listing you need is the listing you get, quickly and accurately.

Local or Long Distance, Get the number you're looking for, and save 30% or more every time.

Download our virus free service agreement in Word 8.0 (Word 97) and start saving money now!

If you have any questions or need assistance, please drop us an [e-mail](#) or give us a call Toll Free at 1.888.933.7700, or +1.925.776.7775.

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When given the choice,
choose spend.

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Looking for Mr. Goodbar? Try the Internet

Search engines offer directory assistance to find friends, kin

Deborah Solomon, Chronicle Staff Writer

With the rapid pace of area code changes across the country, keeping track of friends and relatives is harder than ever.

Some phone companies, realizing that they can capitalize on people's desire to stay in touch, have started offering national directory assistance for a fee.

At a cost of about 95 cents per call, consumers can get one or two phone listings for any city in the country, without having to know the area code.

But if paying a buck to find your Uncle Phil seems too steep, there is a cheaper way -- the Internet.

Dozens of search engines have cropped up on the Web, offering people a free way to find old college flames, long-lost friends and relatives.

But not all directory-assistance sites are equal.

Some have a limited database and can be more frustrating than fruitful. Others can give you listings for a person's 10 last-known addresses and phone numbers.

Two sites that stand out from the rest are 555-1212.com and InfoSpace.com.

Both are free and offer thorough white and yellow pages, international directories and country codes.

At 555-1212.com, users can look up area codes for any city in the country. The site keeps up with new area codes and also offers maps of the region a user is looking up.

Tuesday, March 30, 1999

San Francisco Chronicle
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InfoSpace.com and 555-1212 also do reverse lookups, meaning that if you only have a phone number, you can plug it in and find the name and address to match. InfoSpace goes one step further, offering "celebrity searches." However, searches for David Duchovny and Francis Ford Coppola produced no matches.

Those who want to do a more thorough search on a person can tap into InfoSpace's public records database. The site charges for the information but provides users with bankruptcy records, liens, lawsuits and credit information.


Most search engines also offer their own directory assistance. Both Excite and Yahoo have people searches, but the databases did not produce results as thorough as some other sites.

But these sites also offer to look up the e-mail address of the person for whom you're searching, a handy tool to have.

Hunting for businesses on the Web also is easier than trying to figure out where they are based or find the right Yellow Pages for the company's headquarters.

At BigYellow.com, users can plug in a company's name and get a listing of the corporation's business units. And rather than getting a generic main number, clicking on the link brings up the full name, phone number and address of that particular sector.

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Using your computer to make phone calls.

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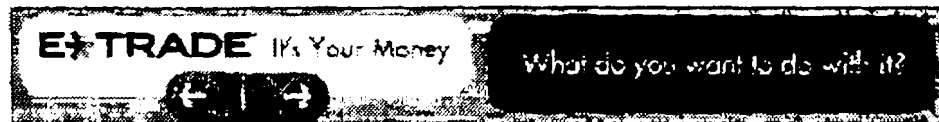
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The Basics

3 ways to get directory assistance on the cheap

When you need to find a number that isn't in your local phone book, dialing an operator can be pricey and sometimes futile. Here are the best ways to track down those digits.

By [Adriane G. Berg](#)

sponsored link

The directory assistance industry raked in \$3.6 billion in 1998 from roughly 8 billion requests for help with finding a number, area code, person or business. The problem is, in many cases, directory assistance had no help to give.

Even the phone companies themselves acknowledge there's been a degradation in service that began shortly after the breakup of AT&T more than a decade ago. The primary reason? There is no single source that has access to everyone's phone numbers.

Since deregulation, directories have become a valuable business commodity, jealously guarded by those who own the data. Local companies have the lock on the most accurate lists as they compete with the giants for your business.

The Telecommunications Act of 1996 mandates that local companies must share their lists, but the price arrangements are left open to negotiation.

Nonetheless, all of us have to find phone numbers that aren't in our local phone books. Here are the best ways to find them.

1. Use the Internet. This is definitely the best and cheapest option if you're at home or at work with a computer and Internet access. It's free, simple and there are dozens of excellent sites. I'll go through 10 of my favorites, although I'll say upfront this is far from a complete list. The Alta Vista search engine turned up

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your search engines

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buy shades

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beat the crowds and
busy signals

Getting the grub:
Do your grocery
shopping online

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more than 11,000 Web pages that purport to give
directory assistance.

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Web site	What it offers
<u>555-1212.com</u>	Allows you to search for phone numbers not only by city, but by area code. You can also find out if a domain name for a Web site already has been claimed.
<u>Anywho.com</u>	Allows you to search for names or businesses even if you don't know the exact spelling or location. It also offers toll-free numbers and a reverse lookup in those instances where you know the number, but not the locale.
<u>Bigfoot</u>	Allows you to search for a person's e-mail address and home phone number (using a compendium of white pages) simply by typing in the person's name, city and state.
<u>GTE Superpages</u>	A compendium of yellow pages that allows you to search for the phone number and location of a business.
<u>InfoUSA</u>	Gives you the number and a map to locate the address.
<u>Infospace:</u>	White pages directory that allows you to search for a person's phone number and then retain that information with its address book service.
<u>MSN Sidewalk</u>	Yellow pages directory service that lets you find either a specific business or a type of business in your neighborhood.
<u>Switchboard</u>	An all-in-one person and business search service. You can scour for phone numbers, e-mail or business addresses or get directions to a location with mapping services.
<u>U.S. government</u>	The official "blue pages" directory of the federal government that allows you to search for which agency handles a specific task.
<u>Who, Where:</u>	Allows you to search for a person's e-mail address, Web site or phone number.

Still, you don't always have access to a computer and if you're on the road, the phone booth isn't always conducive to Web surfing. So here are some of the more-conventional approaches:

2. Your local Baby Bell may be the cheapest way to access directory assistance.

Make a simple 411 call and you could pay just a fraction of what you would with the giants. For example, in Los Angeles, 10 assistance inquiries clock in at \$1.25 from the local carrier, compared to \$9.50 through AT&T and \$9.99 through MCI.

Although long-distance assistance is more competitive, you'll most often pay more through the national companies there, too. While the regional Bells still lead the directory assistance market, AT&T just won the Market Engineering and Leadership Award for their 00INFO national directory.

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3. Don't accept the automated connection offer. For people like me who can never find a pen in a pinch, the direct connect service is like taking candy from a baby.

Despite the problems in the fundamental services, the giants are adding new profit centers like movie show times and direct connect. For a mere 30 cents to 50 cents, the operator will give you the number and complete your call. Try to decline the service by pressing "2" and the voice keeps talking to you until the number is drummed out of your head.

Even when the services say the connection is free, be aware that you often are charged the highest per-minute rates offered. These systems will even override your specified long-distance or local service providers, putting a serious dent in your monthly phone bills.

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Title: CFW Communications to Sell **Directory Assistance** Operations to Telegate

Summary: WAYNESBORO, Va., May 18, 2000 /PRNewswire via COMTEX/ -- Communications (Nasdaq: CFWC) announced today that telegate AG, **directory assistance** services throughout Germany, will purchase the C **directory assistance** operations for \$35.5 million. The purchase price c million in cash and \$3.5 million in stock of telegate AG, a public comp the Frankfurt Stock Exchange, in exchange for the Company's ownersh CFW Information Services Inc. (CFW ISI), a wholly owned subsidiary provides **directory assistance** (DA) for several communications compa responds to an average of 180,000 **directory assistance** requests every day Services are provided via three regional call centers in Waynesboro, Cl Winchester, VA. The Company will retain ownership of the three call c and lease the facilities to telegate AG. Closing on the sales transaction w receipt of customary regulatory approvals.

Source: PR Newswire
Date: 05/18/2000 09:34
Price: \$1.00
Document Size: Very Short (453 words)
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